



**Kathmandu** – MTV EXIT presents Road to EXIT: MTV EXIT Live in Nepal featuring performances by Nima Rumba, Kranti Ale and Indian pop sensation Sunidhi Chauhan. The show documents MTV EXIT's first concert tour in South Asia, a program that reached more than 65,000 people across four cities in Nepal.

The 60-minute TV special, hosted by Malvika Subba, MTV's ambassador for Nepal, also features exclusive interviews with the artists and provides viewers with key anti-trafficking information and hotline numbers to protect themselves from trafficking. The program also chronicles the harrowing story of two trafficking survivors who were enslaved and sexually exploited.

MTV EXIT Live in Nepal is part of a series of MTV EXIT television programming that is produced in partnership with the United States Agency for International Development (USAID) to raise awareness and increase prevention of human trafficking across Asia Pacific.

"Many young people have aspirations to travel for work and study, and sometimes fall prey to human trafficking. MTV EXIT Live in Nepal is one of the several ways that we use the power of music to engage young people to learn about this serious issue and how they can protect themselves, and each other, against modern-day slavery," said MTV EXIT Campaign Director Simon Goff.

MTV EXIT Live in Nepal will premiere on Kantipur TV on 10 January 2010 at 12:30pm.

The MTV EXIT campaign has reached over 20 million people in the Asia Pacific. Many influential artists have supported MTV EXIT's events, including international rock bands Radiohead and R.E.M., as well as film stars Angelina Jolie, Lucy Liu, and Lara Dutta.

### **More Information:**

### **MTV EXIT**

The MTV EXIT (End Exploitation and Trafficking) campaign is an award-winning multimedia initiative to raise awareness and increase prevention of human trafficking and exploitation. MTV EXIT was launched in Europe in 2004, in partnership with the Swedish International Development Cooperation Agency, Sida, and expanded across Asia with USAID in 2007. To date MTV EXIT has produced many MTV documentaries and other programming on trafficking, including Traffic: An MTV EXIT Special, presented by Lucy Liu; Inhuman Traffic, presented by Angelina Jolie; over a dozen localized language versions presented by Asian celebrities; short films; public service announcements; and animation. MTV EXIT and Radiohead collaborated on an anti-exploitation video for their song All I Need, which premiered across MTV's global network on 1 May 2008. MTV EXIT has also established partnerships with over 100 non-governmental organisations, distributed hundreds of thousands of anti-trafficking brochures in over 25 languages, and reached out to millions of young people through anti-trafficking messages at concerts and music festivals featuring R.E.M., Radiohead, The White Stripes, The Hives, Thievery Corporation, Placebo and hundreds of other international & local artists. For more information see <http://www.mtvexit.org/>

### **Human Trafficking**

Human Trafficking is defined by the United Nations as "the recruitment, transportation, and receipt of a person for sexual or economical exploitation by force, fraud, coercion, or deception" in order to make a profit. The UN estimates that at any one time there are 2.5 million trafficked victims in the world, with the majority of these victims in the Asia/Pacific. It is the second-largest illegal trade after drugs, with criminal traffickers earning over US\$10 billion every year through the buying and selling of human beings. Often, victims are young men and women - MTV's demographic - who are guilty only of wanting a better life.

